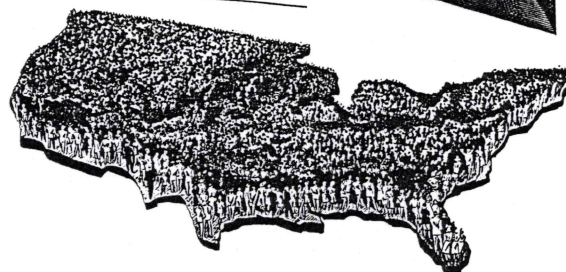
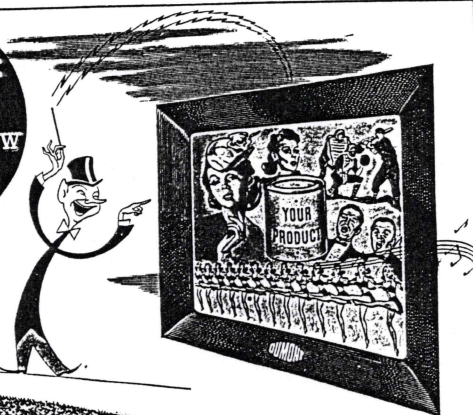


TELEVISION:  
THE  
GREATEST SHOW  
ON EARTH



Coming! Television: the greatest show on earth! Glamorous musicals and the stage's most brilliant dramas! Boxing and ball games, races and wrestling! Parades, movie premieres and political conventions . . . running bumper to bumper in the most magnificent pageant ever dreamed!

There are sweet sales opportunities for your products and your services in Television's exciting peacetime parade. Today, effective commercial techniques are evolving in experimental programs conducted (for the past 18 months) by DuMont in collaboration with leading advertisers and their

agencies. Sight-plus-sound selling is ready to roll!

DuMont pioneering gave television its first really clear picture reception. DuMont engineering has lowered telecasting costs to the point where they make economic horse-sense. DuMont experience assures you of the maximum value, in peacetime, for every penny of your television time-buying dollar . . . you'll find it profitable to look into television. Get in touch with DuMont today.

DuMont Television Studios and Telecasting Equipment Departments of Allen B. DuMont Laboratories, Inc., Station W6BD, 313 Madison Ave., New York 17, N. Y. General Office and Plant, 7 Main Ave., Passaic, N. J.

Copyright Allen B. DuMont Laboratories, Inc. 1944



1944-45  
FALL P64

